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HENRY MICHELS SEED CO.

34 Third Street Fond du Lac, Wisconsin

SEEDS

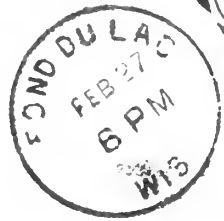
THEY WILL
INSURE
YOUR
CROP



From Henry Michels Seed Co.
Address Fond du Lac, Wis.

1932,

Sec 435½ P. L. & R
U. S. Postage
PAID
Fond du Lac, Wis.
Permit No. 35



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BUREAU OF PLANT INDUSTRY
Horticultural Crops and Diseases

8-3591

HENRY MICHELS SEED CO.

Golden Glow Farm

HIGH GRADE FIELD SEEDS

OUR SPECIALTIES

Wisconsin Grown
Clovers
Kiln Dried Seed Corn
Pedigree Grains
Certified Grimm Alfalfa
Northern Common Alfalfa

Fond du Lac, Wis.,

Dear Friend:

We guarantee all seeds purchased of us to prove satisfactory to the customer in every respect or they may be returned and we will refund full amount paid with freight charges, but we will in no case be responsible for any greater amount nor will we make adjustments after seeds are planted as they are beyond our control

The seedman brings a cheering note out of the gloom of the depression.

The situation has been so burdensome because farmers have had to accept low prices for their products but have been compelled to buy at disproportionately high levels. This is not the case with seeds. It will not take more milk, for instance, to purchase your seed requirements of us this spring than it did a year ago.

This is true in spite of the fact that the drouth last summer resulted in greatly reduced production of seed. Clover and alfalfa seed, in particular, were the shortest crops of many years. The amount needed this spring is exceedingly large because of loss of stands last summer.

The seedsman, then, surely is doing his part to restore a normal balance. However, the situation clearly indicates the wisdom of early purchases. Should the expected demand develop it seems certain that prices will go sharply higher in spite of all that can be done to prevent.

You know us well enough that it is unnecessary to say that our high quality will be maintained in spite of low prices.

Your patronage of the past is appreciated. We will continue to give you our best efforts to help you produce crops more economically.

Yours truly,

Henry Michels.



HENRY MICHELS SEED CO.

34 Third Street

Fond du Lac, Wisconsin

Farm Seeds of Quality for 22 years

PRICES SUBJECT TO CHANGE

CONDITIONS OF SALES. We guarantee all seeds bought of us to prove perfectly satisfactory to the customer or they may be returned and we will cheerfully refund amount paid with freight charges, but we will in no case be responsible for any greater amount, nor can we make any adjustments after seeds are planted as they are then beyond our control.

All sales are strictly cash. The low prices quoted are possible only by cutting margins of profit to the very bone.

Clovers

We are in the heart of one of the best clover seed districts in the United States. Buying direct from the growers, cleaning the seed with our own efficient machinery, no one can offer better values. We especially like to bid on large pooled orders. Our seed is fine, plump stock, clean as a whistle.

The crop this year is exceedingly short, yet prices are the lowest in many, many years.

MEDIUM RED CLOVER. Home grown, thoroughly cleaned, very fancy. Bushel, \$10.80. Per 100 lbs., \$18.00. Sacks, 25 cents. Standard Grade, home grown, not quite so plump, contains about 3% alsike. Bushel, \$9.60. Per 100 lbs., \$16.00. Sacks, 25 cents.

MAMMOTH CLOVER. Larger and coarser than medium. Fancy seed, free of weeds. Bushel, \$11.40. Per 100 lbs., \$19.00. Sacks, 25 cents.

ALSIKE. Home grown, specially cleaned over gravity mill to remove thistle with which this seed is nearly always infested. Clean seed is well worth the difference in price. Finest grade. Bushel, \$10.20. Per 100 lbs., \$17.00. Sacks, 25 cents.

Standard Grade, just as clean. Contains 6% to 8% white clover and timothy. Bushel, \$9.00. Per 100 lbs., \$15.00. Sacks, 25 cents.

MIXED CLOVER AND TIMOTHY. 50% alsike with traces of white clover and red and 50% timothy. When such seeds grow mixed, they cannot be separated and consequently sell cheaper. They are therefore a very good buy. Thoroughly cleaned, free of noxious weeds. Price, per 100 lbs., \$10.50. Sacks, 25 cents.

TIMOTHY. Very fine quality, clean as a whistle. Crop was very short on account of the drought. Bushel, \$2.70. Per 100 lbs., \$6.00. Sacks, 25 cents.

RED TOP. Finest quality. Less than ten pounds, 20 cents per pound. Special prices on larger quantities.

KENTUCKY BLUE GRASS. Best 21 lb. seed. Less than 10 lbs., 25 cents per lb. Special prices, larger quantities.

WHITE CLOVER. Very fancy. Up to 10 lbs., 45 cents per lb. Standard grade (12½% alsike), 31 cents.

Alfalfa

We specialize in strains which experiment stations have found by test to be the most likely to produce satisfactory crops. Do not let price mislead you into buying something "just as good."

GRIMM ALFALFA. There is no hardier alfalfa known than Grimm. Our seed is inspected in the field, cleaned under supervision and guaranteed by the state in which it was grown to be genuine Grimm. The grades differ chiefly in color and appearance. All are strictly genuine, state sealed, free of noxious weeds. Some of our stock is grown in Montana, some in Idaho. Also have the Blackfoot Brand. You take no chance in buying Grimm of us. It is packed in 30 pound and 60 pound state sealed sacks for which there is no extra charge. The price of Grimm is the lowest in history. Blue Tag (highest grade), per bushel, \$16.50. Smaller quantities, 28 cents per pound. White Tag, per bushel, \$15.60. Smaller quantities, 27 cents per lb.

BLACK HILLS ALFALFA. A wonderfully hardy seed that we have featured for years. Crop very short. Bushel, \$12.00. Per 100 lbs., \$20.00. Sacks, 25 cents.

MONTANA ALFALFA. An old standby that has always given a good account of itself. Bushel, \$11.70. Per 100 lbs., \$19.50. Sacks 25 cents.

IDAHO ALFALFA. Popular because of its uniformly fine appearance. Not as hardy as the strains listed above. Bushel, \$10.80. Per 100 lbs., \$18.00. Sacks, 25 cents.

Seed Disinfectants

CORONA OATS DUST—Your losses from smut are heavier than you suppose. Corona Oats Dust is a positive preventive. It is a solid formaldehyde compound, much easier to use than the old liquid. Inexpensive. Not dangerous. 5 lb. can (treats about 27 bu.) \$2.25.

CERESAN. A mercury dust suitable for both oats and barley. Five pound can (treats about 27 bushels), \$3.00.

Sweet Clover

This crop should be raised much more. A hardy, vigorous grower, produces more pasturage per acre than other crops and is readily eaten by stock when they become accustomed to it. Prices are the lowest in history. Yet the quality of our seed is fully up to our usual high standard.

WHITE BLOSSOM BIENNIAL SWEET CLOVER. The kind most used. Largest growing and stays green longer in the late summer. Biggest growth is made the second year. However, if it is sown alone in the spring, it will make a yield of 1½ to 2 tons per acre of a fine quality of hay that looks and feeds like alfalfa. This is important in this year of short hay acreage. Bushel, \$4.50. Per 100 lbs., \$7.50. Sacks 25 cents.

YELLOW BLOSSOM SWEET CLOVER. Much finer growing than either of the above. Bushel \$4.80. Per 100 lbs., \$8.00. Sacks, 25 cents.

ALBOTREA SWEET CLOVER. A special strain of yellow blossom introduced by Prof. Moore from Canada. He recommends it very highly. Bushel, \$6.00. Per 100 lbs., \$10.00. Sacks, 25 cents.

HUBAM SWEET CLOVER. Will make a full crop and mature seed same year sown. Bushel, \$9.00. Per 100 lbs., \$15.00. Sacks 25 cents.

Inoculation

The Experiment Station strongly recommends that legumes, particularly alfalfa, sweet clover and soy beans be inoculated for best results. Many poor crops are due to the lack of the proper bacteria which the cultures supply. They are easy to apply to seed. Directions furnished.

NITRAGIN. A moist soil culture. The oldest and best known inoculant on the market. Can to inoculate one half bushel of any of the clovers or alfalfa, (state for which) 50 cents. One bushel, 80 cents. Five bushels, \$3.50. For soy beans, one bushel, 40c. Two bushels, 70c. Five bushels, \$1.50.

UNIVERSITY CULTURE. A jelly preparation made by the State Laboratory. Bottle containing sufficient for one bushel of clovers or for one and one half bushels soy beans, 65 cents. (State for which).



Emergency Crops

A large acreage of these will be needed this year to replace the clovers burned out last summer.

SUDAN GRASS. By all odds, the best on the list. Heavy yielder of a rich, nutritious, high protein feed. Do not sow before June 1, and use at least 20 lbs. per acre. 100 lbs., \$4.50. Sacks included.

GERMAN (GOLDEN) MILLET. An old standby. 100 lbs., \$3.75. Sacks, 25 cents.

HUNGARIAN MILLET. 100 lbs. \$4.00. Sacks, 25 cents.

JAPANESE MILLET. Also called Billion Dollar Grass. 100 lbs., \$5.00. Sacks, 25 cents.

Soy Beans

MANCHU. The most satisfactory, all around bean and most widely used. Bushel (60 lbs.), \$1.75. 1 to 5 bushels, \$1.70. 5 bushels and over, \$1.65. Sacks, 15 cents.

WISCONSIN EARLY BLACK. The earliest bean known. Especially adapted to northern regions. Bushel, \$2.50. 1 to 5 bushels, \$2.45. 5 bushels and over, \$2.40. Sacks 25c.

MIDWEST. A large growing bean, later than Manchu and the best for silage when planted with corn. Bushel, \$3.00. 1 to 5 bushels, \$2.95. 5 bushels and over, \$2.90. Sacks, 15 cents.

FIELD PEAS. Bushel, \$2.50, 1 to 5 bushels, \$2.45. 5 bushels and over at \$2.40. Bags, 30 cents.

MAMMOTH LONG RED MANGEL ROOT. Pound, 45 cents. 5 lbs. \$2.00.

GOLDEN TANKARD MANGELS. Pound, 45 cents. 5 lbs., \$2.00.

PURPLE TOP RUTABAGA. Pound 60 cents. 5 lbs., \$2.75.

DWARF ESSEX RAPE. Pound, 15 cents. 5 lbs. at 10 cents.

GOLDEN GLOW LAWN SEED. The best mixture that can be made for this region. Only the best quality of ingredients and no timothy or other filler. Pound, 40 cents. 5 lbs., \$1.75.

SHADY PLACE LAWN SEED. A special combination. Pound, 45 cents. 5 lbs., \$2.00.

STANDARD LAWN SEED. Best quality ingredients but with smaller percentage of the high priced seeds. Much better than the average lawn seed found. Pound, 25 cents. 5 lbs., \$1.00.

Seed Grains

We handle only pedigreed stocks of seed grains specially grown for us from seed which we furnish our growers and which we, in the first place, secure direct from the Experiment Station. It is thoroughly cleaned with the best machinery, ready to sow. Don't compare this high class seed with the uncertain quality of stock so often found in the market. You cannot buy better grain if you pay several times our prices.



Oats

YELLOW KHERSON. Also known as State's Pride and Wis. Ped. No. 7. Extra early. Ripens with barley. Rich, yellow color, small kernel, exceedingly thin hull and the best feeding oats known. Especially adapted to rich soils where the late varieties lodge and rust. On such land will outyield any other. One of the most popular grains we have introduced and still growing in favor. Bushel, 70 cents. 10 bushels and over, at 65 cents. Sacks included.

WISCONSIN WONDER. Also called Wis. Ped. No. 1. A heavy yielding oat with very stiff straw especially adapted to rich land. Medium size kernel, white in color. Medium maturity. Bushel, 70 cents. 10 bushels and over at 65 cents. Sacks included.

FORWARD. (Wis. Ped. No. 1241) A late bred oat of exceptional merit, having many of the characteristics of Wisconsin Wonder. Bushel, 70 cents. 10 bushels and over at 65 cents. Sacks included.

WHITE CROSS. (Wis. Ped. No. 19.) As early as Yellow Kherson with larger straw, adapted to lighter soils. Bushel, 70 cents. 10 bushels and over at 65 cents. Sacks included.

SWEDISH SELECT. (Wis. Ped. No. 5.) Large kernel. For land where there is not so much danger of lodging. Bushel, 70 cents. 10 bushels and over at 65 cents. Sacks included.

SPELTZ or EMMER. The acreage of this dependable grain seems to be steadily increasing. Withstands more drought than any other grain, can be sown late, makes a large yield of good feed. 100 lbs., \$2.25. Up to 500 lbs., at \$2.15. Over 500 lbs., at \$2.10 per 100 lbs. Sacks free.

BUCKWHEAT. We can furnish either Japanese or Silver Hull. Bushel, \$1.40. 1 to 10 bushels, \$1.25. 10 bushels and over, \$1.30. Sacks, 25 cents.

FLAX. Be careful in purchasing flax as few mills can successfully take out the noxious weeds. Bushel, \$2.70. 1 to 5 bushels, \$2.60. Sacks, 25 cents.

Barley

We list below the smooth awn strains. They have beards but they are perfectly smooth and the grain is as pleasant to handle as oats and will not injure stock like the old type. Yielding better than the old varieties, more disease resistant, this type of barley will replace the old, scratchy strains very soon.

VELVET. (Minnesota Pedigree). We secured this fine, smooth awn barley from the Minnesota Experiment Station. We have sold a lot of it and every one is loud in its praises. Sow this variety and eliminate the dread of handling barley when the thermometer is 90 in the shade. Bushel, \$1.00. 1 to 10 bushels, 95c. Over 10 bushels at 90c. Sacks, 15 cents.

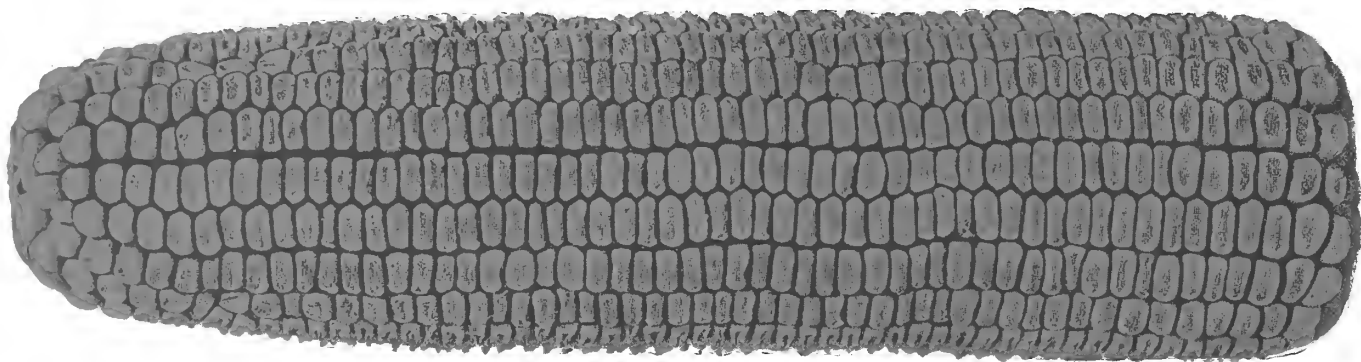
WISCONSIN PEDIGREE NO. 38. This is the latest production of the University. Prof. Leith who bred this grain finds in his tests that it is far superior to any other smooth awn barley in yield and other characteristics. It is entirely proof against barley stripe disease. You are not doing your best with barley unless you have this variety on your farm. Bushel, \$1.10. 1 to 10 bushels, \$1.05. Over 10 bushels at \$1.00. Grain bags extra at 25c each.

Wheat

PROGRESS WHEAT. We first introduced this variety in 1924 and it is without question the most satisfactory wheat ever brought in. Everybody speaks highly of it. It is a bearded wheat, very early, almost entirely proof against black rust and, year after year, has been found to be the best yielder. Bushel, \$1.20. 1 to 10 bushels, \$1.15. 10 bushels and over, \$1.10. Sacks, 15 cents.

MARQUIS WHEAT. An excellent milling wheat and a good yielder when conditions are right. Bushel, \$1.20. 1 to 10 bushels, \$1.15. 10 bushels and over, \$1.10. Sacks, 15 cents.

Michels' Seed Corn



It is a matter of great satisfaction to us that there are dozens of farmers who have bought their seed corn of us every year as long as we have been in business. These people tell us that they cannot afford to take a chance with any other. The most extravagant statement our competitors make for their seed corn is that it is "just as good as Michels'.

All our home grown corn is grown especially for us from seed that we furnish our growers. We keep breeding this foundation stock to higher and higher standards. No crop deteriorates (runs out) as quickly as corn and few seed corn producers have the knowledge and the skill necessary to breed and select their strains to keep them at their maximum vigor. Probably the most important feature of our corn is our process of drying. High germination is not enough. Corn may grow and yet be too weak to produce a full crop. Our specially designed system of drying on racks with furnace heat and ventilation forced by large power driven fans, insures that our seed corn retains every bit of vitality with which Nature endowed it.

MICHELS' GOLDEN GLOW. (Wis. No. 12)

This is, by all odds, the most popular corn and the best adapted to the territory surrounding Fond du Lac. With years of breeding work by the experiment station back of it and our own efforts to fix the type that best suits our requirements, it is no wonder farmers stay by this strain, once they have tried it.

Golden Glow is a yellow dent, early maturing and the state's proven best yielder. This corn is sure to please you with its performance in the field. All grown especially for us and all cured in our efficient plant on Golden Glow Farm. Germination is practically perfect. Butts and tips are graded out ready to plant. Bushel, \$3.25. 5 bushels and over, \$3.00. Sacks 25 cents.

MICHELS' COLD RESISTANT. Originally bred at the experiment station to better withstand unfavorable weather at planting time. Bushel, \$3.25. 5 bushels and over at \$3.00. Sacks, 25 cents.

WISKA GOLDEN GLOW. Grown in Nebraska one year from Wisconsin stock. Bushel, \$2.25. 5 bushels and over at \$2.00. Sacks, 25 cents.

FLINT CORN. Grown in Northwestern Minnesota. Kiln dried. Bushel, \$3.25. 5 bushels and over at \$3.00. Sacks 25 cents.

WIS. No. 25. An extra early yellow dent bred by Prof Delwiche at Northern Wisconsin Station which has given a surprisingly good account of itself even in this territory. Grown from our seed and dried on Golden Glow Farm. Bushel, \$3.25. 5 bushels and over, \$3.00. Sacks, 25 cents.

SILVER KING. (Wis. No. 7). Large growing, very productive white dent. Grown in southern Wisconsin. Bushel, \$3.00. 5 bushels and over at \$2.75. Sacks, 25 cents.

RED COB FODDER. Grows to immense size Very late. Bushel, \$1.65. 5 bushels and over at \$1.50 Sacks, 25 cents